

This listing of claims will replace all prior versions,
and listings, of claims in the application:

Claim 1 (currently amended): A method for generating information
for an online advertisement, the method comprising:

- a) generating a first plurality of search results ~~result~~
using a search query and an index of advertiser Web page
information;
- b) determining, for each of the first plurality of search
results, at least one of (A) landing page information and
(B) ad creative information using ~~the~~ a corresponding one
of the first plurality of search results ~~result~~;
- c) generating, for each of the first plurality of search
results, an ad using the determined at least one of a
landing page information and ad creative information; and
- d) generating a search result page including
 - i) at least ~~one~~ a second plurality of search results
~~result~~ corresponding to the search query, and
 - ii) the generated ads ~~ad~~,wherein the generated ads ~~are~~ ~~ad is~~ maintained as distinct
from the second plurality of at least one search results
~~result~~ on the search result page.

Claim 2 (original): The method of claim 1 wherein the ad
creative information is determined using information excerpted
from an advertiser Web page.

Claim 3 (original): The method of claim 1 wherein the ad
creative information is determined using a text snippet of the
search result.

1 Claim 4 (previously presented): The method of claim 1 wherein
2 the ad creative information includes information excerpted from
3 an advertiser Web page.

1 Claim 5 (original): The method of claim 1 wherein the landing
2 page information is a URL included in the search result.

Claims 6-28 (canceled)

1 Claim 29 (currently amended): Apparatus for generating
2 information for an online advertisement, the apparatus
3 comprising:

- 4 a) means for generating a first plurality of search
5 results ~~result~~ using a search query and an index of
6 advertiser Web page information; and
7 b) means for determining, for each of the first plurality
8 of search results, at least one of (A) landing page
9 information and (B) ad creative information using the a
10 corresponding one of the first plurality of search results
11 ~~result~~;
12 c) means for generating, for each of the first plurality
13 of search results, an ad using the determined at least one
14 of a landing page information and ad creative information;
15 and
16 d) means for generating a search result page including
17 i) at least one a second plurality of search results
18 ~~result~~ corresponding to the search query, and
19 ii) the generated ads ad,
20 wherein the generated ads are ~~ad-is~~ maintained as distinct
21 from the second plurality of at least one search results
22 ~~result~~ on the search result page.

1 Claim 30 (original): The apparatus of claim 29 wherein the ad
2 creative information is determined using information excerpted
3 from an advertiser Web page.

1 Claim 31 (original): The apparatus of claim 29 wherein the ad
2 creative information is determined using a text snippet of the
3 search result.

1 Claim 32 (previously presented): The apparatus of claim 29
2 wherein the ad creative information includes information
3 excerpted from an advertiser Web page.

1 Claim 33 (original): The apparatus of claim 29 wherein the
2 landing page information is a URL included in the search result.

Claims 34-56 (canceled)

1 Claim 57 (new): The method of claim 1 wherein the second
2 plurality of search results is a predetermined number, and
3 wherein the predetermined number of the second plurality of
4 search results is no less than a number of ads included on the
5 generated search results page.

1 Claim 58 (new): The method of claim 1 wherein the first
2 plurality of search results and the second plurality of search
3 results are generated by the same search operations.

1 Claim 59 (new): The method of claim 1 wherein the ads included
2 on the generated search results page are ordered using a search
3 score.

1 Claim 60 (new): The method of claim 59 wherein the search score
2 is a function of an information retrieval score.

1 Claim 61 (new): The method of claim 59 wherein the search score
2 is a function of a page rank score.

1 Claim 62 (new): The apparatus of claim 29 wherein the second
2 plurality of search results is a predetermined number, and
3 wherein the predetermined number of the second plurality of
4 search results is no less than a number of ads included on the
5 generated search results page.

1 Claim 63 (new): The apparatus of claim 29 wherein the first
2 plurality of search results and the second plurality of search
3 results are generated by the same search operations.

1 Claim 64 (new): The apparatus of claim 29 wherein the ads
2 included on the generated search results page are ordered using
3 a search score.

1 Claim 65 (new): The apparatus of claim 64 wherein the search
2 score is a function of an information retrieval score.

1 Claim 66 (new): The apparatus of claim 64 wherein the search
2 score is a function of a page rank score.